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# MAD

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IN THIS ISSUE WE BUST...  
**"THE NEW  
CENTURIONS"**

# A MOVING JUNGLE TALE



WRITER: DON EDWING      ARTIST: JACK DAVIS



# MAD

"More diets begin in clothing stores than in doctors' offices!"  
—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY DE FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *law suits*

GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,

CURTIS ANDERSON, DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

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## PICTURE PUZZLE

Yep, it's a real puzzle to us why this  
full-color picture of Alfred E. Neuman,  
MAD's "What-Me Werry!" kid—which  
is suitable for framing (or at most  
training puppies)—doesn't sell! So why  
not give us a "piece" of mind! Order now!  
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## LETTERS DEPT.



### ANTENNA ON THE ROOF

When I saw the cover on your "Antenna On The Roof" issue, I snatched it up, ready for a fantastic take-off on "Fiddler". Instead I got a lecture on the money-mindedness of middle class America. I think Frank Jacobs could have done much better if he had kept the story in Anetevka.

Jane Rosinski  
Behesda, Md.

Felicitations! Felicitations! Felicitations! I loved your spoof on "Fiddler On The Roof", although I enjoyed the movie, too. You raked 100 with my Mom on your "Christmas Hate Book", and the rest of the magazine was, as usual, psyched-out!

Shari Mercier  
Shreveport, La.

I thought the movie was good, but your satire was true-to-life, describing the way a lot of people live. Congratulations to the two "goods" who wrote and illustrated it, Frank Jacobs and Mort Drucker!

Doris Dombi  
Corapolis, Pa.

"Antenna On The Roof" was really up there! Congratulations on a fine job.

Skip Fischer  
Philadelphia, Pa.

### VIRGINIA'S LETTER ANSWERED

I thought your "If Today's Celebrities Answered Virginia's Letter About Santa Claus" was fantastic! Especially the one from Joe Namath. If you can get in touch with Joe, tell him that he can lay those goodies on me anytime!

Parti Kimmerly  
N. Creek, N.Y.

### PROFITABLE FOOTBALL NEWS

I noticed in your "PROfitable FOOTBALL NEWS" you refused to recognize Canada. Is it our fault we play a better, more exciting game than your money-hungry meat-esters?

Bill Rowlands  
Ottawa, Ont.  
Canada

### MAD LOOK AT SERVICE STATIONS

As I sat in the local gas station awaiting my car to be fixed, I read "A MAD Look At Service Stations", and cracked-up. So did the guy behind me in line... right into the rear of my car.

Jennifer Baines  
Westfield, N.J.

### "CLODUMBO"

Credit Lou Silverstone with the pursuit and capture of TV's "defective" detective. Along with his apprehension of "COLUMBO", he also caught the incriminating, not-so-dumb, dum-dum dialogue which makes me a captive audience to the show. Please, another immediate assignment for super-sleuth Silverstone!

Molly Rosenkampff  
Ardley, N.Y.

Lou Silverstone really did the trick! Catching "Columbo's" unique speech pattern in his brilliant satire was a triumph. You can just about see Peter Falk in character, if you close your eyes while reading the MAD version. Come to think of it, that's a pretty good trick in itself.

Frank Judge  
Grosse Pointe Park,  
Mich.

Even though Peter Falk is a cuddly, lovable slob of a cop, I enjoyed the subtlety of his totally annoying qualities. Fantastically funny farce.

Pat Zappa  
N. Hollywood, Calif.

"Columbo" is one of the few TV shows I will go out of my way to watch, and I was thrilled to see it featured in your January issue. But one thing puzzles me. I always thought MAD did strictly satire. Since when have you gone into actual script writing?

Mayann Dumas  
East Paterson, N.J.

We appreciate your affectionate machete-job on "COLUMBO". We thank your writer, Lou Silverstone, knows more about the show than most of the guys who do the teleplays.

Richard Levinson &  
William Link  
Producers: "COLUMBO"  
Universal City, Calif.

### MINGO'S UNDER-COVER AGENT

For the past few issues, your covers have been exceptionally well done, thanks to Norman Mingo. Frinstance, the one with Alfie eating corn, and the one with the straw hat pulled down over his head, and especially the one with The Godfather Family. Which leads me to ask: Why doesn't Norman Mingo do UNDER-COVER work? Not having him do articles inside MAD convinces me that you are (partially) the idiots you claim you are.

Ray Weitzel  
Pittsburgh, Penna.

### CHRISTMAS GREETINGS

When I saw your "Christmas Greetings", I almost fell off my chair. I'm glad someone else sees who the jolly old man in the red suit really is.

Cathy Garey  
Negley, Ohio



# MAD CHRISTMAS HATE BOOK

Congratulations to Al Jaffee on his "Christmas Hate Book". I've picked out a bunch of the individual "hates" and left them in obvious places so certain people (teachers, parents, friends, etc.) will find them and take a hint.

Greg Martin  
Scott AFB, Ill.

I completely detest "The MAD Christmas Hate Book" and Al Jaffee's work. I thought you had more class.

Raymond Duff  
Astoria, N.Y.

Your "MAD Christmas Hate Book" was very funny but lacked: DON'T YOU HATE . . . magazines that have articles about Christmas in them, during Thanksgiving.

Mike Oliver  
Honolulu, Hawaii

How about DON'T YOU HATE . . . finding a price tag on one of your children's presents as you tell him Santa Claus brought it.

Steve Venturino  
Bakersfield, Calif.

## YOU KNOW YOU'RE REALLY GOT A PROBLEM WHEN . . .

"You Know You're Really Got A Problem When . . ." you've been buying MAD for years and you still enjoy each issue.

David Bartha  
Trenton, N.J.

"You Know You're Really Got A Problem When . . ." you receive a gift subscription to MAD Magazine.

Nicholas Moffa  
Bronx, N.Y.

DON'T YOU HATE . . . "You Know You're Really . . ." articles?

Cathy Brown  
Twin Oaks, Penna.

## REALISTIC MODEL CAR KITS

Your "Realistic" MAD Model Car Kits would have been more realistic if David Gantz had removed all the hub caps from his exhibits.

Irma Zwan  
Vancouver, B.C.  
Canada

## "LOVE" OF JAFFEE

I must say that Al Jaffee has talent. He not only can write, draw and has a great sense of humor, but he has a rare loving side, too. The "Fold-In" page of your last issue was really nice, but it seemed a little out of place. "LOVE" in a MAD magazine?

Janet Gross  
Hawthorne, Calif.

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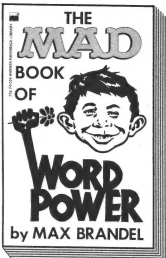
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You guys must be the new recruits!

No, we're on our way to a costume party, and we all just happened to decide to dress up as Cops!

No, we're a Bowling Team that just has a "thing" for dark-colored uniforms!

No, we're a Boy Scout Troop suffering from an "identity crisis"!

No, the store down the street just happened to have a great buy on blue serge suits with badges!

Okay, you guys! Knock off the "snappy answers"! Now who knows the names of the five districts in this Precinct...? Who knows the names of THREE of the five districts...? Who can name ONE of the districts...? Who knows the address of THIS Station...? Well, what DO you guys know?!

I know how to short sheet a bed!

I know how to set a pail of water over a door!

I know how to stick a pin into a door-bell so it keeps ringing!

Hmmm! I can see that you guys are gonna be...



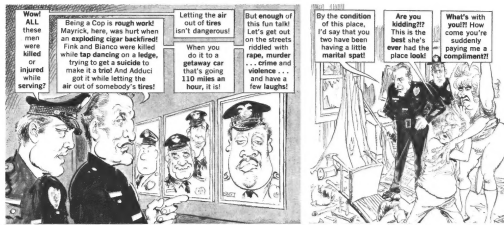
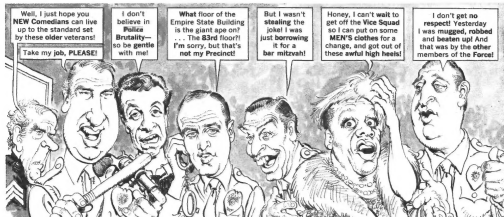


POLICE FARCE DEPT.

# THE NEW COMEDIANS

ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO



C'mon, now! No more fighting! Tell you what I'm gonna do! I'm gonna grant you two a divorce! Would you like that?

Yeah!

No!

I really mean "Yes!" But if I said that I'd be agreeing with her!

Okay, place your hands on my badge . . . By the power vested in me by the State of California, and by the insane imagination of the writer of this ridiculous film, I now pronounce you UN-husband and UN-wife!

But you can't divorce them!

Why not? Last week I married them!

Let me tell you a little bit of Kilvicesky's Law! If somebody gives you a fist, you give 'em a stick! If he gives you a stick, you give 'em a knife! If he gives you a knife, you give 'em a gun!

What if they give YOU a gun!

You give 'em your feet!

How does feet top a gun?

You run like a mother!



Oh-oh! Pull over here! Looks like some trouble that might be good for a few one-liners!

Officer, this lady tried to cash a rubber check!

Well! Looks like we BOUNCED over just in time!

Is it really a rubber check . . . or are you STRETCHING a POINT?!

But seriously, folks . . .



Listen . . . I didn't know it was a bad check! You—you gotta believe me!

I believe you!

You do . . . ?! Then how about YOU cashing it for me?

I just stopped believing! Who gave you this check?

A young Black man, about twenty years old, with an Afro haircut, wearing dungarees, a torn T-shirt and dirty leather sandals!



Is this the man?

That's him! That's him!

But this guy doesn't match ANY PART of her description, Kilvicesky!!

That's just another bit of Kilvicesky's Law, my friend! Since Judges throw EVERYTHING out of Court these days, why bother with little details like matching descriptions?!



Bratty stayed up all night so she could have dinner with us when you came home! Aren't you going to say something to her?

Sure! Bratty, because you stayed up way past your bedtime, you can't have ANY dinner!

But, Daddy, I'm hungry—yawn—and I'm tired! Can't I eat dinner and go right to bed?

No . . . you can eat breakfast and go right to school! Unless you want me to arrest you for Truancy!

But seriously, folks—





Boy... the streets are sure filled with a lot of Ladies of the Evening!

Yeah! And there are a lot of Hookers out, too! Let's arrest a bunch of 'em, drive 'em around town, get 'em drunk and then set 'em all free!



Okay, girls! You five! Into the van! Move!

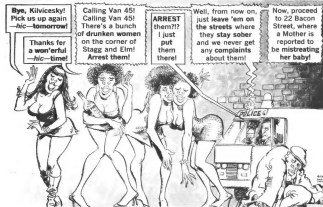
Kilvicesky, you dirty rotten &%%\$#@&%%!!

What are you getting sore about! He's not arresting you!

THAT's what I'm getting sore about! I haven't had the Kilvicesky Treatment in MONTHS! I gotta stay here and work my &%%\$#@&%% off while those dames go for a joy ride around town with FREE BOOZE!!



Okay, they're so drunk they won't cause any trouble! Let 'em out...



Bye, Kilvicesky! Pick us up again —hic—tomorrow!

Thanks for a won'erful —hic—time!

Calling Van 45! Calling Van 45! There's a bunch of drunken women on the corner of Stagg and Elm! Arrest them!

ARREST them?!? I just put them there!

Well, from now on, just leave 'em on the streets where they stay sober and we never get any complaints about them!

Now, proceed to 22 Bacon Street, where a Mother is reported to be mistreating her baby!

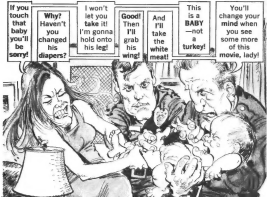


We got a call there's a baby being mistreated, and: Say! She's quite a baby herself!

Well, then, why don't WE mistreat HER?!?

Where is the baby, Ma'am?

Well, then, that baby's under arrest for stealing!



If you touch that baby you'll be sorry!

Why? Haven't you changed his diapers?

I won't let you take it! I'm gonna hold onto his leg!

Good! Then I'll grab his wing!

And I'll take the white meat!

This is a BABY—not a turkey!

You'll change your mind when you see some more of this movie, lady!



Wow, am I bushed! Kilvicesky and I spent the whole night convincing some jay-walker he was going to get the electric chair! Boy, did we have him going!

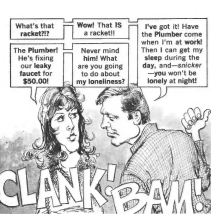


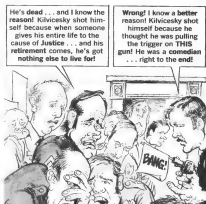
Now, I need some sleep!

Aren't you even going to talk to me first?!? I'm so lonely lately! You put in such crazy hours, I don't see you any more! We're like total strangers!

Are you starting THAT again, Eleanor?

My name is DOROTHY!







I'm leaving you, Boy! You're so in love with the Police Force that you've completely forgotten about me and our child!

That's ridiculous, Betty! I LOVE you and our son!

My name is DOROTHY ... and he's our DAUGHTER!

Boy, I no longer have any respect for you as a man!

Would you have any respect for me as a WOMAN?

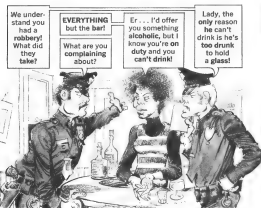
You've been on that VICE SQUAD too long!



Okay, Boy! So your best friend committed suicide, your wife left you, and you realize there's no future being a Cop! Is that any reason to drink?!

So WHO's drinking? Besides, if you think I've been drinking—hic—then YOU drive!

I AM driving!



We understand you had a robbery! What did they take?

EVERYTHING but the bar!

What are you complaining about?

Er... I'd offer you something alcoholic, but I know you're on duty and you can't drink!

Lady, the only reason he can't drink is he's too drunk to hold a glass!



I'll take some Scotch!

Do you want anything with it?

Yeah... a straw! Hey, can I come back later when I'm off duty?

What for...?

Well, I thought we might fall madly in love and develop an improbable relationship to go with all the other improbable events in this movie!



Out of th' car, lady! I drink you been thinkin' too mush! —hic—

Not as much as YOU, Cop!

B'sides, it's illegal t' have TWO PEOPLE at th' wheel!

Well, now it's THREE people at the wheel ... because you're coming with us!



Hold it, Lady!

BOOM!



No further! Please! Help! HIE-L-L-L-P!!



No! Please! STOP!



Dammit!—hic—I wanted t' go Uptown, not DOWNTOWN!





I had to come back! Do you understand why?

Yes! Because I am a woman and you desperately need love!

No! Because you are a NURSE, and desperately need bandages!



The punk I was chasing got away! The lousy &£%\$#@#!

It makes me so mad ... so furious ... so &£%\$! angry!

You really think you're tough, eh? I wreck your car, and you ask for more!

It ain't MY car, Mack! It's YOURS! I stole it from the parking lot behind the Police Station!



You know, I've fallen deeply in love with you, and it's partly due to your fantastic cooking! What do you call THIS wonderful breakfast concoction?

It's called "toast"!!

Gee, I'm really looking forward to today! It's going to be so great, so much fun, so full of laughs!

Oh? You're taking the day OFF?

No ... I'm going to WORK!!

Well, you be careful! Because if you happen to get through another eight hour shift alive, I'll make you another one of my specialties ... CORN FLAKES!



There's a crazy man up there, with a GUN!!

How do you know he's crazy?? Are you a housewife ... or Dr. Joyce Brothers?!

That's IT Copper! I can't stand no more!



Why?! Gasp! What—gasp—what'd you do THAT for?

Because I've had it up to here! Jokes ... jokes ... jokes! A movie about the Police, with nothing but violence and jokes! Where's any mention of the GRAFT, the PAYOLA, the KICK-BACKS, the SHAKE-DOWNS, the FREE MEALS, the SLEEPING ON THE JOB, the BLACKMAIL, the CORRUPTION!?!!



Wh-what do you want ... ? This picture to bog down in REALITY?!? Besides, think of the RISKS a Cop takes! He never knows if someone's going to shoot him, or stab him! Danger could be lurking around any corner! He never knows for sure if he's going to come off his next shift alive ... or dead!

Well, you're right about that part! It does take GUTS to be a Cop!

Yeah! And—gasp—HERE THEY ARE!

See that?!? What'd I tell you?!? Once a comedian, always a comedian!!



**SCREEN PLAGUES DEPT.**

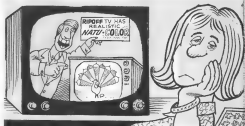
Hey, gang! Here we go again with another MAD "Hate Book" ... those little literary gems calculated to help you feel better by letting

# THE MAD TV VIEW



**DON'T YOU HATE ...**

... portable sets that seem light enough when quick-lifted in the store, but turn out to be designed for weight-lifters when actually used.



**DON'T YOU HATE ...**

... the idiocy of advertising the wonders of color TV on TV, since you can't see it if you don't have a color TV set ... and it's a waste of time if you already do.



**DON'T YOU HATE ...**

... commercials that are bad enough when seen once, but which are repeated *ad nauseum* throughout the day.



**DON'T YOU HATE ...**

... discovering that kids eating peanut-butter-and-jelly sandwiches were using the TV set before you.



**DON'T YOU HATE ...**

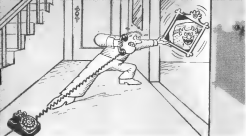
... two great programs scheduled for exactly the same time, while the rest of the month's TV programming is barfville.



**DON'T YOU HATE ...**

... watching the klutzy TV repairman use the "hit-and-miss" method of locating the trouble in your TV set.





### DON'T YOU HATE...

... getting an important phone call during the final minutes of a fascinating mystery you've been watching for two hours.



### DON'T YOU HATE...

... how they pile on commercials toward the end of a movie because they know you aren't likely to tune out after watching this long.



### DON'T YOU HATE...

... discovering, after hours of watching, that you can't make head or tail out of a movie because it's been so heavily censored for TV.



### DON'T YOU HATE...

... the distracting nuisance of TV in public places.



### DON'T YOU HATE...

... unexpected company just as you're settling down to watch a program you've waited three weeks to see.



### DON'T YOU HATE...

... talk shows that break for six inane commercials just as a guest is about to make a dazzling point.



### DON'T YOU HATE...

... when they show one commercial after another of luscious, delicious-looking foods ... and you're on a starvation diet.



### DON'T YOU HATE...

... people who wave like idiots when they see a TV camera.



# **DON'T YOU HATE ...**

... holding out as long as you can, finally going to the bathroom, and coming back too late to even see the replay of the winning touchdown.



# **DON'T YOU HATE ...**

... settling down for a long weekend of great Championship Sports, and the picture tube blows on the very first play.



# **DON'T YOU HATE ...**

... that huge building that's suddenly erected right between you and all the TV transmitters.



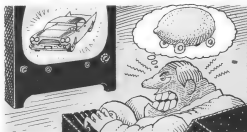
# **DON'T YOU HATE ...**

... meals prepared by Mothers addicted to Daytime TV.



# **DON'T YOU HATE ...**

... having younger children in the family who somehow manage to remove and misplace every knob on the set.



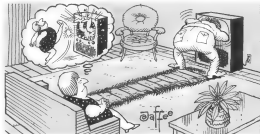
# **DON'T YOU HATE ...**

... watching a commercial extolling the virtues of a product you just bought which is the biggest mistake you've ever made.



# **DON'T YOU HATE ...**

... finding out that those bleeped out words on a show you saw weren't anywhere near as filthy as the one's you'd conjured up.



# **DON'T YOU HATE ...**

... people who are never satisfied with the way a set is tuned.

Among the more dismal things about going to school is the expectation by teachers that you will read books and grind out homework from the day you are first able to pick up a pencil until the day you're finally allowed to pick up a diploma. Worse yet, you're bullied into writing thousands of themes, book reports, term papers and final exams as evidence that you really read all those books and did all that homework. But worst of all, most students plod

# REW WAY

Bill Eftie  
General Science II

## Special Work Project Report

As my special work project to get extra credit this summer I picked pigs as studying them is very scientific.

To do my study project and get my extra credit, I got out all the notes I made a couple summers ago when I went to study pigs on my grand father's farm in Long Keppel Iowa. Also I got a lot of books out of the library.

### Part 2 - Scientific Conclusions

Pigs are a branch of the hog family which although born small grow to be among our larger agricultural animals of probably 100 pounds or probably more. This is probably due to their being fed daily or oftener which is probably oftener than they need to eat which therefor makes them fat. We probably proved this scientific theory last semester studying how food we eat gets converted into energy which if you don't use it makes you fat.

Therefore, my special work project for extra credit proved scientifically that pigs are like people in this respect. Also the pigs and my grand father small a lot alike which makes them alike in another respect which is another scientific conclusion I got from my special work project for extra credit. Also they have noisy small eyes and stare at you, but that is only the pigs.

Wilfred E.  
2 A

## My Summer Vacation

I spent too to weeks all summer at my grandpa Effie's on a farm in ~~Conzo~~ ~~Canz~~ Canzus. I saw many pigs their. Sum of the pigs saw me too two. With there tink eers eyes. the big pigs were verry big. Sum little pigs got born wile I was their. They were Litler. My grandpa Effie gos out and feeds the pigs evrry day. I think that is what Maiks the pigs SMELL LIKE My grandpa Effie evrry day.

Billy Eftie, 6B

How I spent my Summer Vacation  
I spent all summer just hanging around hawing mumps and chicken pocks and my cuzzen visit me. He is from Long Keppel out west wear I visited my grandpa a couple years ago.

My grandpa has a farm ranch there and grows pigs with very small eyes. (on the pigs) I remm remember I saw many big pigs and some litler ones their when I visited him. I guess even the litler ones are big now becaus he caws my grandpa feeds them a lot to make them smell. He smells too. (my grandpa)

I spent my summer vacation thinking a lot about that. Espeshly when my chickenpocks made me sick and thoe throw up.

through the years of drudgery without realizing that the whole ridiculous thing is avoidable. It should be obvious to anyone with an ounce of connivance in his soul that breezing through school without ever cracking a book is a cliché if one remembers two simple facts: (1) The first theme you wrote in second grade can be rewritten to fill every assignment you'll be saddled with later on, merely by adding some appropriate big words and twisting the subject

matter around a little! And (2) teachers seldom read the trash turned in by students anyway! All that really counts is filling lots and lots of pages with words, thus "proving" that you've emerged with a clear grasp of whatever it is you're supposed to be grasping.

MAD herewith demonstrates what an easy swindle it is to master. And once you've got it down pat, you, too, can loaf through the next fifteen crucial and formative years as you're . . .



# WRITING YOUR TO A PH.D.

WRITER: TOM KOCH

Bill J. Eftie  
Remedial Sophomore English  
Mr. Walgrebe - Period 7

## "A TALE OF TWO CITIES"

I found this book to be 527 pages long and as talked about in class, a work of great English literature even though most of it seems to be about France. It is well written and holds the interest of the reader well; especially through the first chapter.

My only criticism of the authors' writing is the way he never says in the first chapter that the rabble (who were the French country people of their day that started the French revolution by killing all the city people) probably raised many pigs on their farms. I think the book would have made more sense if the author had said this in the first chapter because pigs are small and have to be fed every day which I could have made the rabble act like they did.

Unless the author wrote about it in later chapters, the reader will also would not learn that pigs have very small eyes and stare at you when ~~the reader reads~~ you stare at them.

This could make the rabble bloodthirsty as I learned while doing a lot of outside reading in English a couple of years ago. But the author leaves this important fact out of Chapter 1.

I have no other criticisms of this book as I found all the rest of it to be a work of great literature as we talked about it in class.

WILFRED EFTIE

Wilfred Eftie

Many case histories found in optional supplementary reading for this course prove that childhood trauma produce neurotic adult reactions to external stimuli. A classic example is that of Bertha M., discussed in a large book not available in our library. As a child, Bertha M. was never told that pigs are born small but grow larger and, in time, create an odor that can be transmitted to humans. Frightened by such external stimuli, she lapsed into childhood trauma, which soon worsened when she found that pigs also have small eyes and stare at people. In later life, this caused Bertha M. to develop a phobia about touching pigs even though she didn't look Jewish. Her case is so typical of the type discussed in the assigned reading that citing further examples would merely be repetitious.

Wilfred J. Ertie  
Advanced U.S. History 405  
Independent Study Report--Fall Quarter

CONTRIBUTORY FACTORS IN THE CLOSING  
OF THE AMERICAN FRONTIER

Much has been written attributing the ultimate termination of frontier life in the United States (both ethnic and subsidiary) to the Oklahoma land rush, the invention of barbed wire and similar events occurring between 1880 and later on.

However, exhaustive research into the matter reveals that the approaching halt of the nation's westward thrust could be foreseen at roughly the same time as a result of the coming of the domestic pig to such previously untraveled areas as Kansas.

Though the subject is seldom touched upon except in unpublished source material, the fact that pigs are born small and grow to exceptionally large size could well have played a role in the elimination of the buffalo, the Indian and the cowboy from the Great Plains region. Certainly, the cowboy (a classic frontier symbol) found himself encroached upon by the new swine-oriented culture, and so was forced off the land by the first generation of pigs to grow to maturity.

Additionally, pigs have remarkably small eyes with which they tend to stare at people (including Indians), and this alone is sufficient to reveal a

THE ABSENCE OF RURAL FAUNA AS IT RELATES  
TO THE PROLIFERATION OF URBAN DELINQUENCY

A Thesis Submitted for the Degree of Master of Arts  
in Sociology by Wilfred J. Ertie, B.A.--1971

Viewed empirically, the sociological discipline has accorded scant notice to the absence of rural-ity as a causation for urban life patterns in general, and, more specifically, for the overall spread of anti-social behavior among the youthful. It is the intent of this thesis to prove, both through existing literature and original research, that urban delinquency is confined chiefly to cities because of a progressive absence of farm animals in such concentrated centers of population.

Indeed, a direct inverse mathematical correlation may be quickly established by the perceptive student through application of the simple formula

$$F = \frac{P \times M}{S}$$

(Felonies equals the square root of People per Square Mile divided by Hogs).

Though available literature provides few concrete figures on either swine density or felonious crime in the 18th century history of a typical urban center such as the Bronx, the fact remains that pigs have very small eyes with which they stare at people. Furthermore, this staring practice is the apparent sole factor accountable for the crime rate differential between the Bronx and such traditional M.H.D. (High Hog Density) areas as Kansas.

Moreover, existing source material fails to mention that pigs are born small, but then grow to an ominously large size. Obviously, this phenomenon alone would tend to serve as a crime deterrent in H.M.D. areas.

Finally, in the pages that follow, we shall explore the role of pig smell (or, conversely, its absence) in the field of crime detection and many

**A QUALITATIVE ANALYSIS OF SWINE VISION  
AS IT PERTAINS TO HUMAN BEHAVIORAL  
RESPONSE IN OSBORNE COUNTY, KANSAS.**

A dissertation based upon primary research  
and presented as a qualification for the  
degree of Doctor of Philosophy in Abnormal  
Zoology by Wilfred Jeffrey Ertie.

The original research data hereinafter presented is based solely on heretofore unpublished findings as compiled over a two year period<sup>1</sup> during which residents of an ethnically typical Kansas farm were subjected to being stared at by the 42 hogs<sup>2</sup> comprising this study's "control group".

Without resorting to value judgements, it is the intent of this research project to substantiate an empirical relationship between the small size of the median swine eye<sup>3</sup> (as intensified through the pig smell/eyelid blink factor<sup>4</sup>) on the one hand, and resulting intrafamily behavioral oddness on the other.

Though the visual capability of the Poland China hog is not scientifically measurable, the literature abounds with same token, animals in the control group progressed, without exception, from small to large size as they matured<sup>5</sup>, thus creating the impression that they could both see more and take increasingly decisive action in response to visual stimuli.

These factors<sup>6</sup>, as will be correlated in the following, tend to bring forth human peer group subservience, thus giving rise to such defensive Kansas colloquialisms as "hog-wash", "schweinhundt", and, most revealing, "in a pig's eye".<sup>7</sup> This "sour grapes" response typifies the full range of

1. 1953 & 1954, primarily in July.

2. 41 Poland Chinas (Cattus Polochur) and one brown one.

3. As computed in cubic centimeters.

4. Ibid.

5. Funk & Wagnall's Standard Dictionary, 1939 Edition, pg. 878.

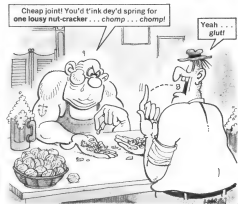
6. Approximately 12 lbs. to much heavier in addition to larger.

7. See above.

8. Greenback, "The Pig in Our Language," privately printed, 1884.



# LATE ONE NIGHT IN A WATERFRONT TAVERN



# THE LIGHTER SIDE OF...

# READ!

Throughout all of the Dark Ages, it is estimated that only about one thousand books were written!



While in our Modern Era of education and enlightenment, it is estimated that over one thousand books are published every single day!



Boy, the kids in the Dark Ages sure had a good thing!



Somebody told me you're a real weirdo! All you do is read smut and pornography!



Whoever told you that is a big fat liar!

Oh, yeah?! Well, what do you call these magazines... Holy Bibles?



No, I call that smut and pornography!

SEE! THEN YOU DO READ ALL THAT DIRTY STUFF!



I DO NOT!!

I just look at the pictures!



Let me show you around the house!



This is the Living Room!



... And this is the Dining Room!



... And this is the LIBRARY!!



# NG

It says here,  
"Don't believe  
everything  
you read!"

Is that  
what it  
says! Well,  
listen ...

What you just read?  
Don't believe it!!

ARTIST & WRITER: DAVE BERG

Listen to these ridiculous  
instructions: "After lining  
Sprocket Hole B-1 with  
Bushings C-5, insert Rod A,  
making sure to clear Side  
17-D, and anchor with lock  
Nut C-2!" Okay, I give up!!

It's hopeless! The  
idiot who compiled  
these instructions  
simply can't write!

Let  
me  
try it!

Will you look at that?!  
**YOU** couldn't do it ...  
but a four-year-old **CAN**!

Sure! It's  
**EASY**  
for him!

HE can't read!!

**YAAAH!**  
You closed  
my book and  
lost my  
place!

Gee, I'm sorry!  
Maybe I can help  
you find it!  
What were you  
reading last?

Darned if I know!  
I only read to have  
something to do  
while I'm eating!

What  
were  
you  
eating?

A hamburger ... with  
all the trimmings!

Here's your place!  
Right next to the  
ketchup and relish!

I took this course in  
**Speed Reading** ... and  
now, I'm proficient in  
almost every aspect  
of the program!

Really?  
Show  
me how  
you do it!

Okay ... watch me ...

There! I  
finished  
that Chapter  
in nothing  
flat!

That's  
marvelous!  
What did  
the Chapter  
say?

That's the aspect of  
the program I'm not  
proficient in!

Mark Davids, are you reading Comic Books in class? Give them to me this instant!!



I'm throwing this trash where it belongs ... into the trash basket!!



WOW! That's some collection of Comic Books you've confiscated! What are you going to do with them?



What else?! Bring 'em home to MY kids! Listen, it's cheaper than buying 'em!



Wow! What a library!

Yes! I'm an insatiable reader!



I read at least a book a day! In my lifetime, I've read thousands of books!

Geel! No kidding?!? Then you must have read "Love Is For The Very Young"!!



No, I haven't gotten around to reading that one yet!

WHAT?!? You never read "Love Is For The Very Young"?!?



Then you haven't read ANYTHING!!



Oh, I see you're reading the evening newspaper! What's with the Mayor?

Dead ...



He is?!? Oh, my God! That means the President of the City Council takes over! What's with him?

Dead ...



Oh, no! What's going on?!? Everybody is dropping dead!

Look, this is my unwinding time ...



That's when I read my evening newspaper! And when I'm reading my evening newspaper, as far as I'm concerned ...

EVERYBODY CAN DROP DEAD!!



I had to sign a very important contract today! I read it thoroughly, but I didn't understand it!



So I took it to my Lawyer! He read it, and explained it to me! THEN I signed it!



What did your Lawyer say?



I dunno! I didn't understand my Lawyer either!



Ha-ha! That Frank Jacobs writes such clever poetry!

You've got to read this!

I haven't got my reading glasses!

READING GLASSES?! You don't need reading glasses!

Sure I do!

Whenever I don't want to read something... I need reading glasses!



Ah, Madame et Monsieur! You seem to be havinge trou-bull! May I help?

Yes! It's the menu! We can't read it! It's in some sort of foreign language!

Oui! Ze menu is en Francals—in Fransh! Zees is—how you say—a very authentique Fransh restaurant! Here, everyteeing is en Francals!

Great! In that case, I'll pay the bill in authentic French money I've got left over from my European trip!

ARE YOU OUT OF YOUR COTTON PICKIN' MIND?!



Since my teacher made me come here to the Library, you have no idea what an avid reader I've become!

It's made my life so—so exciting! I take out at least ten books a day!

And it takes so long to check them out!

Then why do you take out so many books at one time?

You didn't see the cute guy checking them out!



Vivian, you've got to come and see this! Our little boy has finally grown up!

It used to be that this son of ours would pick up a newspaper, and the first thing he'd read was the Funnies, then the Sports Page, then the Movie Page!

Now, he picks up a newspaper, and the first thing he reads is the FRONT PAGE!

Naturally! At MY age, the Front Page is the most important!

It tells who got BUSTED!!



Mrs. McGillia, I'm pleased to report that your daughter was the fastest in her class to pick up reading skills!

I know! I know! And it's so embarrassing!

Embarrassing?! Why is that embarrassing? I should think you'd be proud of your daughter!

It's embarrassing because she reads ALL THE TIME! She reads EVERYTHING SHE SEES! She reads it in a LOUD, CLEAR VOICE so everybody can hear!

Every dirty, filthy word that's scrawled on every wall and sidewalk...



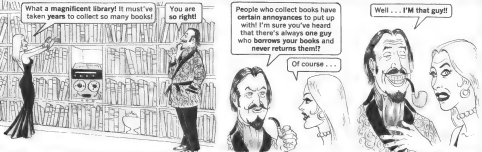
What a magnificent library! It must've taken years to collect so many books!

You are so right!

People who collect books have certain annoyances to put up with! I'm sure you've heard that there's always one guy who borrows your books and never returns them!

Of course...

Well... I'M that guy!!



SHHHHH, Children! Your Father is reading the Stock Market Report, and you know what that means!



YAHOO!!



Look at you! When I was a kid, I read all the time! Today, kids NEVER read!!



And it's all because of this one-eyed monster, Television! You'd rather look at this idiot box than read something!



Okay! Okay! If I read something, will you get off my back???



Of course!





...But It's Still The Same Old Gas!

# Why Does It ALWAYS

Why Does It ALWAYS HAPPEN That...



... you're forever being told to line up in alphabetical order ... and your name is Zybisko?

Why Does It ALWAYS HAPPEN That...



... no matter which direction you're driving on the freeway, it's the traffic going the other way that's flowing smoothly?

Why Does It ALWAYS HAPPEN That...



... every time you're lucky enough to find a parking space, you can't find any change for the meter?

Why Does It ALWAYS HAPPEN That...



... by the time you save up enough trading stamps to get what you wanted, the item has been discontinued.

Why Does It ALWAYS HAPPEN That...



... when you finally remember to buy razor blades, you immediately run out of your shaving cream.

Why Does It ALWAYS HAPPEN That...



... your only decent golf shots come when nobody's watching?

Why Does It ALWAYS HAPPEN That...



... the "Express Check-Out" becomes the slowest moving line in the Supermarket as soon as you get on it?



# HAPPEN THAT..

ARTIST: JACK RICKARD  
WRITER: TOM KOCH

Why Does It ALWAYS HAPPEN That...



... Bank Tellers conspire to wait until you're next in line, and then all go out to lunch?

Why Does It ALWAYS HAPPEN That...



... Doctors who keep you waiting the longest have the dulllest magazines?

Why Does It ALWAYS HAPPEN That...



... the whole Final Exam is based on the only lecture you missed?

Why Does It ALWAYS HAPPEN That...



... your car begins to make a lot of scary new noises just as you're starting out on a vacation?

Why Does It ALWAYS HAPPEN That...



... the best looking Real Estate ads are for the worst-looking houses?

Why Does It ALWAYS HAPPEN That...



... some nitwit blows out all the fuses just as the Super Bowl game is starting?

Why Does It ALWAYS HAPPEN That...



... the only Required Course you still need to graduate isn't being given this semester?

Why Does It ALWAYS HAPPEN That...



... nothing you order by mail looks as good as the picture in the catalogue?

Why Does It ALWAYS HAPPEN That...



... the guy who passes Football Cards around the office gets arrested the same week you finally win?

Why Does It ALWAYS HAPPEN That...



... no matter where you travel, some "nut" group is holding its annual convention there.

Why Does It ALWAYS HAPPEN That...



... your only Full House of the night loses to the only Four-Of-A-Kind of the night?

Why Does It ALWAYS HAPPEN That...



... the telephone stops ringing just as you finish racing up three flights of stairs to answer it.

Why Does It ALWAYS HAPPEN That...



... the plane you've come to meet is the only one that's running three hours late?

Why Does It ALWAYS HAPPEN That...



... the elevator stops at every floor whenever you're late for an appointment?

Why Does It ALWAYS HAPPEN That...



... you only get toothaches on Wednesdays when every Dentist's office is closed?

A few issues back (*MAD* #146, to be exact, noseys!), we interviewed the typical Middle-American *conservative* family. Seeing how many people we infuriated, we couldn't resist the temptation to step on some toes of the *left* foot... as...

# MAD INTERVIEWS A TYPICAL LIBERAL FAMILY

ARTIST: PAUL COKER, JR.

WRITER: LOU SILVERSTONE

Good afternoon, Mr. and Mrs. Heartbleed! I'm William F. Bugeyes from *MAD Magazine*, and I'd like to get your views on some of the problems facing our nation today!

Welcome to New Leftchester, Bill! And please... you'll have to pardon this mess but we're getting ready for a march on Washington!

We're demanding school busing because we feel it's the only way to create racial balance in our Public Schools!

Are your children being bused to school?

No, our kids go to *Private School*! They're picked up by a service! But if they did attend public school, we would insist that they be bused! Oh, absolutely!



Do you send your children to *Private School* so they won't have to associate with Blacks, Mrs. Heartbleed?

That's really far out, even from you, Bill! We send our kids to *Private School* because we are trying to save our Public Schools!

I'm afraid I don't understand!

It's simple! Our Public Schools are terribly overcrowded! Many Liberal families like us are trying to relieve these crowded conditions by sending their children to private institutions!

That's very noble of all you rich Liberals!

I think so too! But you'll soon see that the school our kids go to—"Radical Chic Academy"—is fully integrated! It offers a complete *Black Studies Program*, it was the first *Private School* to celebrate *Martin Luther King Day*, and it's the only school to close on *Flip Wilson's birthday*!



There DOES seem to be quite a number of Black parents here!

Uh—these aren't exactly parents, Bill! Actually, they're chauffeurs, housekeepers, nurses and maids—waiting to pick up their employers' children!

I see! Tell me, do ANY Blacks attend this school?

Bill, there is at least one minority child placed in each class! And not just your common, everyday minorities like Blacks and Puerto Ricans! We've got Indians, Chinese, Italians—even an Eskimo boy! You have no idea how much it costs to fly him from Alaska!

All these underprivileged children are here on Full Scholarships, paid for by us—the "Parents Group"! It makes one feel good to help children of those less fortunate than one's self!

AND, of course, all the money we contribute is tax-deductible!



What are your views on the Police, Mr. Hearbleed?

Cops?!? Corrupt, every one of them! Y'know why they harass poor, underprivileged kids instead of going after the big Syndicate guys? I'll tell you! Because they're all on the take, and... HEY! MY CAR IS GONE!!

I just paid THREE GRAND for that new Ferrari, and now some punk kid's gone and stolen it...

Three thousand dollars for a Ferrari?!? A car like that's worth at least TEN thousand!

I know! I got it from a guy I met in a bar! I make it a policy never to ask questions when I'm offered a fantastic deal!

HELP! POLICE! HELP POLICE! I'VE BEEN ROBBED!!



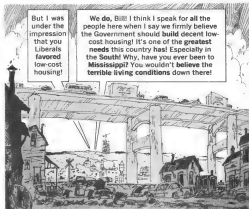
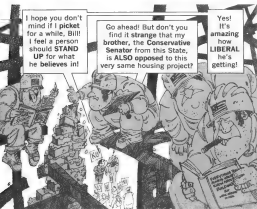
I hope you don't mind if I picket for a while, Bill! I feel a person should STAND UP for what he believes in!

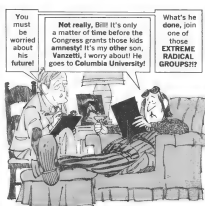
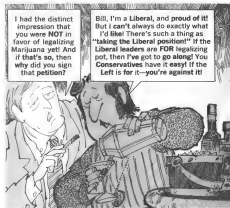
Go ahead! But don't you find it strange that my brother, the Conservative Senator from this State, is ALSO opposed to this very same housing project?

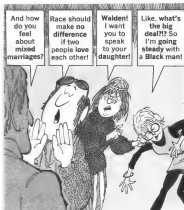
Yes! It's amazing how LIBERAL he's getting!

But I was under the impression that you Liberals favored low-cost housing!

We do, Bill! I think I speak for all the people here when I say we firmly believe the Government should build decent low-cost housing! It's one of the greatest needs this country has! Especially in the South! Why, have you ever been to Mississippi? You wouldn't believe the terrible living conditions down there!







Don't forget we have to attend a dinner tonight, Walden!

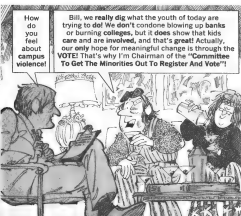
What's the occasion . . . ? The "Save Our Wildlife Association" Benefit!

No, silly! I never wear my leopard coat to an ECOLOGY affair!

This dinner is for the Black Panthers! We're going to raise money for somebody's legal defense, or something! I hope you'll ask Mr. Bugeyes to join us . . .

I hope you will, Bill! You'll love the food! They always serve some authentic poverty dish like chittlins so the guest Panthers will feel right at home!

Listen here, you Honkies! I can't waste time talkin' to you Fascist pigs! So let's cut the jive and get down to business! I want bread so my brothers can overthrow this Mother country! And make it quick, 'cause my Caddy's double-parked!









If you've ever visited Greenwich Village or Haight-Asbury or any other large city's colony of "Establishment Drop-Outs," you've undoubtedly browsed through a Head Shop... one of those musty little stores piled high with posters and incense that also features strange-looking jewelry and strange-looking candles and obscene-looking sculpture. Not much is ever sold, but somehow, they all stay in business, and the proprietors all claim that their "art objects" are unique and hand-made. So then how come every Head Shop from coast to coast sells the exact same things? Well, MAD recently solved that mystery when a piece of mail was delivered here instead of to the Head Shop next door. And so, to clue you in on where all those identical "unique" items really come from, we herewith reprint the damaging little booklet which we received by mistake, namely

WINTER  
1972 - '73

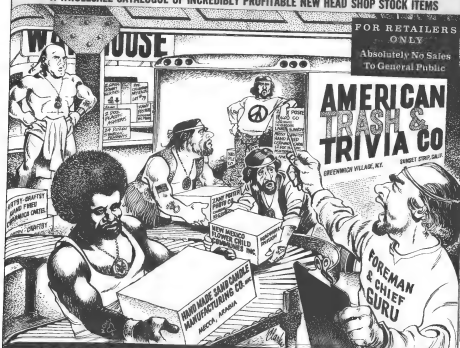


# American Trash and Trivia Company's HEAD SHOP SUPPLIES

A WHOLESALE CATALOGUE OF INCREDIBLY PROFITABLE NEW HEAD SHOP STOCK ITEMS

FOR RETAILERS  
ONLY

Absolutely No Sales  
To General Public



A COMPLETE  
SELECTION OF

HEAD  
SHOP  
TRINKETS

HEALTH  
FOOD  
ITEMS

SHOP  
OWNERS'  
SUPPLIES

## ALL-NEW "HANDICRAFT" JUNK FOR 1973

Another big tourist season will soon be upon you. Remember how the vacationing "yokels" from Kansas and Iowa piled off their limousines and camped in the woods, getting caught with your shelves empty this year when the pilgrims show up begging to be plucked. Look over these items in our new winter line and place your order soon.



**BALL AND CHAIN EARRINGS**—Originally crafted by a young radical to protest the jailing of the Chicago Seven, these solid lead baubles weigh four pounds each. What happened to the Chicago Seven may now look funny when you wear these will be remembered for a lifetime.

**HM7—PAINFUL PROTEST EARRINGS**.....\$1.25 dozen

**THE THOUGHTS OF CHAIRMAN MAD**—Branch out from pure handicrafts with this New Generation best seller. The book contains the thoughts of former Chairman Mao. Fro-bisher of the Senate Interior Sub-committee. Should sell quickly to stupid customers who will never notice it's the wrong Chairman Mao.

**D248—MAO'S LITTLE FADED RED BOOK**.....\$1.15 dozen

**PRE-COLUMBIAN ARTIFACTS**—Crudestness, ugliness and total lack of utility make these hideous looking mistakes irresistible to collectors. Do not miss these authentic Pre-Columbian items were made by the Ohio Artifacts Co. before it moved from Dayton to Columbus in 1969.

**XW30—OVERPRICED PRICELESS CARVINGS**.....\$4.50 dozen



**HIDDEN MEANING BUMPER STICKERS**—We have a large stock of slow moving items at fantastic savings. Some contain typographical errors while others are merely outlandish or present slogans that never caught on. Tell your customers that they can't miss these "hidden meaning bumper stickers" and watch them sell like hot cakes.

**Z536—"DERMATOLOGY IS EVERYBODY'S BUSINESS"**.....90¢ gross

**Z537—"PROMOTE CHICAGO SHROULD SHROULD SHROULD"**.....75¢ gross

**Z538—"IMPEACH WARREN HARDING"**.....60¢ gross

**Z539—"ANOTHER MOTHER FOR TAIL GATING"**.....95¢ gross



**AUTHENTIC GRANNY GLASSES**—Supplied to us by immigrants who fled from city parks. Some have shattered lenses resulting from futile struggles put up by Grannies before agreeing to meet our need for this popular item. Lenses were replaced while limited supply of 30,000 pairs lasts.

**CX34—"AS IS" GRANNY GLASSES**.....\$9.00 dozen pairs

**HAND FIRED ARTISANS' CERAMIC ASH TRAYS**—No danger of fraudulent advertising charges on these since all the artisans who produce them are paid for their labor. They're their boss for stupidly leaving two legs off each ash tray. We're selling them as factory rejects. We suggest you sell them for \$5.95.

**WM57—FIRE HAZARD ASH TRAYS**.....\$2.00 dozen

**PRIORITY FROM THE APSES**—Most people will buy anything in a head shop that looks arty. That's why we rented four gorillas to bend old auto tailpipes into designs of their own choosing. Handomely mounted and given priority in the head shop at \$175 each, these should sell easily at \$75 each.

**DG66—ABSTRACT SCULPTURES IN STEEL**.....\$2.50 each



**SYMBOLIC PENDANT**—We imported 100,000 of these from the famous Yung King factory where the owner speaks only Chinese and can't tell us what they symbolize. We're saying they represent the Eternal Revolution of a freaked out Tibetan guru. You never know your customers will pay \$3.95 to buy.

**NX77—MYSTERIOUS FAR**

**EASTERN THING** ..... \$16.00 gross



**CABBAGE SMELL INCENSE**—Palm this junk off on customers as a nostalgic item. It's the same as the incense that was used in the 1930's before the invention of room freshener spray. Good for getting rid of other incense smells and unwanted house guests.

**SW39—STINKING THIRTIES** ..... 95¢ dozen boxes



**SOMEWHAT LEATHERLIKE SANDALS**—You'll be as professional as a fisherman. These are genuine leather after it's dried in the sun. Our firm bought up the entire stock of a large polluted lake, and now offers the first leather sandals on the market that sure back at you.

**WW54—FISHY SANDALS**  
Age corp fits most adult feet) ..... 604 pair



**RECORD COLLECTING FREAKS** are forever searching in head shops for rare old classics. To bolster your dwindling supply, we bought the rights to several rotten new stereo LP's and 78 RPM singles. Grating, tinny sound helps them pass for real antiques. Price these at \$10 and make a quick \$9.50 profit.

**WQ76—"INFANT GURGLING OF THE YOUNGEST OSBORN"** ..... \$6.00 dozen

**WQ87—"BROTHER DEN TUNES OF MOMS MABLEY"** ..... \$6.00 dozen

**WQ88—"WAYNE NEWTON HUMS 'THE GRAND CANYON SUITE.'"** ..... \$4.00 dozen



**MAKE-YOUR-OWN JEWELRY KIT**—Each set contains enough unpolished gemstones, and printed metal brackets to make a dozen. This is a basic apodary handicraft equipment as gravel and paper clips. We suggest you call it something else for maximum profit mark-up.

**JU76—GEMSTONE AND EARRING**

**BRACKET JEWELRY KITS** \$3.00 dozen

**JU77—EXTRA EARRING BRACKETS** ..... 50¢ per thousand

(1" Size)



**AUTHENTIC HIMALAYAN FLAGOLET**—Basically the same bamboo whistle we offered last season as our Basque shepherd's flute. The holes, wrongly placed so that everything holes sounds much more Himalayan. We're pricing them to sell, and hoping your customers never figure out what this problem is.

**SF25—AUTHENTIC HIMALAYAN FLAGOLET** ..... \$3.25 dozen



**MASOCHISTIC GIRLS** will really dig these colorful, hand-drawn, and printed. Several inches too short to fit around any normal human head, and are guaranteed to produce painful migraines. Can also be sold as hand-carved Navajo dog collars.

**PD77—MIGRAINE HEADBANDS** ..... \$4.00 dozen

(Specify size: Small, smaller or smallest)



**UNIQUE 576 POUND CANDLE**—Accidentally created when the entire stock of a large candle was melted. The candle is the last summer's best wax. Unintentional psychedelic coloring. If wick can be located, this should provide a nice eternal flame for some off-beat philosophical cult.

**FF37—PSYCHEDELIC WAX LUMP** ..... \$75.00 (F.O.B. Phoenix)

## HEAD SHOP HEALTH FOOD SPECIALS

More and more profit oriented shop owners are discovering that health food stores provide a big source of repeat business.

Sales records indicate that these loonies will buy anything at any price, once they are convinced that the pathway to a long, healthful life lies in eating strange rubbish.

If you have not yet opened a health food department in your head shop, now is the time to start reaping instant wealth from the physical culture freaks. Or, if you already operate a health food section, you'll want to stock up on these new items to replace the old junk your patrons have now discovered is worthless.



**"MODERN PROCESSING BY TRAINING NATURE'S SAND OUT OF SPINACH!"** Stock your health fanatic customers with that scary statement, and watch them scramble to get "organic" Spinach sand. Requires no refrigeration. Guaranteed not to spoil.

**FD39—PACKAGED SPINACH SAND** (6 ounce boxes) ..... 50¢ gross  
**FD40—BULK SPINACH SAND** (5 ton truckload) ..... \$40.00



**TRADITIONAL BEDOUIN SESAME WATERS**—Family, brought cheap. But who can recognize an authentic Bedouin water, except maybe a Bedouin? Each of these has sesame seeds glued on top for appetizing appearance. Guaranteed probably non-poisonous, except for the red and blue ones.

**WT50—CRUNCHY, SOMEWHAT NUTRITIOUS WATERS** ..... \$1.75 dozen boxes

**NEWLY DISCOVERED VITAMIN B-24!** This is what was unexpectedly left over after our chemists extracted sesame plants. We called the residue a Vitamin B-24, chiefly because it's priced twice as high as our Vitamin B-12. Order plenty of this as it's a whole new thing for health nuts to fear they're deficient in.

**DD10—VITAMIN B-24 IN DRY, BUSBY FORM** ..... 50¢ per quart jar



**STONE GROUND RAGWEED FLOUR BREAD**—The nutritional value of this new item remains undetermined, but the ingredients thereby have provided the means to the end. It is a bread that will give their crops away. Best of all, unsold stock can be kept on shelves for weeks, as fresh and stale ragweed bread taste about the same.

**CH29—RAGWEED BREAD** (JUMBO SANDWICH LOAF) ..... \$1.10 dozen



**POWDERED CALCIUM ENRICHED WITH VITAMIN**—To build out health freaks' guilt lots of the fancy price they'll pay for this enriched bread made from dead animal skulls that have been soaking up the healthful desert moisture for years. It's a bread that will mention the sun and skip the dead animals.

**GL39—"20-COW TEAM" POWDERED CALCIUM** ..... \$1.75 dozen boxes



**HELP YOUR CUSTOMERS GAIN NEW-FOUND ENERGY** with fast acting 100% pure Pick-Me-Up tablets. Just one or two gulped quickly will give them the energy to get on with their lives. These tablets contain no drugs or artificial ingredients—just wholesome black pepper, ground garlic, chili powder and dried tobacco.

**QP39—PICK-ME-UP ENERGY TABLETS** (Bottle of 100) ..... \$2.25 dozen

**SEA SALT**—Luckily for you, our firm has staked salvage rights to a ship loaded with sea salt. The salt was salvaged from the ship in 1929. Cripes was just cheap table salt then, but we're calling it enriched sea salt now. Somewhat lumpy after years of constant moisture, but should still retail at \$2 a pound as a vital nutrition food item.

**S039—SUNKEN SEA SALT** ..... \$3.75 per 50 lb. blob



## HEAD SHOP OWNERS' SUPPLIES

Are you sure your image as a head shop owner is everything the public expects of a purveyor of the strange crad you peddle? Tell-tale "Establishment" traits in speech, personal appearance and surroundings can undermine customer confidence and cut into sales and profits.



**ENGLISH-HIP DICTIONARY** — Stop alienating your weirdo clientele by speaking English or some other obscure language they can't understand. New dictionary enables you to start mumbling conversational Hip within minutes. Also explains rules of grammar, such as why every correct sentence must begin with, "Like, um, y'know..."

KC82—ENGLISH-HIP DICTIONARY (Paperback Edition)	85¢ each
KC83—ENGLISH-HIP DICTIONARY (Tooled Leather Edition)	\$27.50 each

Look in the mirror and ask yourself the revealing question, "Would I buy a psychedelic nude poster photo of Bob Dylan as this man?" If the answer is no, better check through our offering of personal and shop improvement supplies described below and fill your urgent needs now!

**WIN ACCEPTANCE FROM RADICAL EXTREMIST CUSTOMERS** with a sanitized Far-Out Bogan sweat shirt. All slogans seem violently anti-Establishment, but are guaranteed to be vague enough that no one will press you for an explanation of your theories.

S321—"ABSTAIN FROM JOHN WAYNE" SWEAT SHIRT ..... \$1.29 each  
S322—"AMNESTY FOR THE CINCINNATI REDS" SWEAT SHIRT ..... \$1.32 each  
S323—"BOYCOTT YELLOWSTONE PARK" SWEAT SHIRT ..... Two for \$2.61



**"WRONG GUARD™ ODORANT"**—Helps you smell like a dedicated member of your profession and achieve that earthy image you strive for. One quick spray of new Wrong Guard Damp Odorant covers up evidence of frequent bathing with an aroma of rancid gym socks that makes you feel safe all day.

LL20—"WRONG GUARD" COORANT (Family Size) .....	\$4.50 per six-pack
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**INFLATABLE RAUNCHY FREAKED-OUT GIRL FRIEND**—Don't let prosperity cause you to be overconfident. When you're on a date with a guy on dating normal, respectable girls, placing your inflatable rubber "crazy lady" in your workshop reassures clientele that you're still hanging around with the wrong type. Easily explain your behavior with the wrong type. Easily explain your behavior with the wrong type. "It must have been something else," he'll say.

KJ9292-DISGUSTING CHICK -  
(Complete with Tire Pump) \$14.95

**GO ON VACATION WITHOUT SPOILING YOUR IMAGE!** Patrons may withdraw business quickly if they learn you're using cheap profits to vacation in such bourgeois spots as Cape Cod or Disneyland. Our convincing window signs enable you to close up for long periods without risk or embarrassment. Your choice of three popular alibi.

FD39—"JAILED FOR POLITICAL BELIEFS—Back Eventually"	156
FD40—"MARCHING FOR GRAPE PICKERS—Return Aug. 1"	156
FD41—"CLOSED FOR TIMOTHY LEARY'S BIRTHDAY— Ghosts next night"	162

**American Trash & Trivia Co.**

Anti-Establishment Enterprises Building—Greenwich Village, N.Y.

Dear Old Buddies:—

Wow! Your latest offering of rubbish gives me the biggest opportunity yet to make outrageous profits. Rush the items I've listed immediately. (I enclose cash, realizing that anyone who would trust my type ought to have his head examined!)

[illegible]

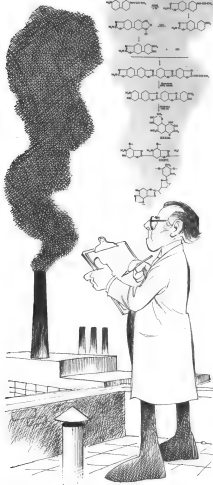
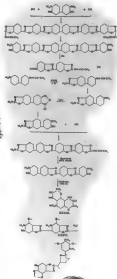
**So my customers won't wise up, have my order delivered (CHECK ONE):**

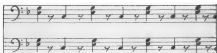
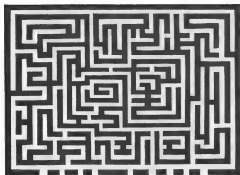
☐ In alley out back ☐ In the middle of the night ☐ In a plain, unmarked brown truck



# OF SPEECH

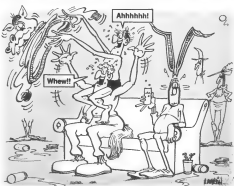
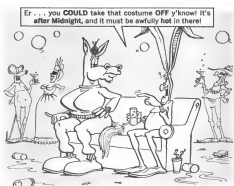
ARTIST: BOB CLARKE  
IDEA BY MAX BRANDEL







# ONE EVENING AT A MASQUERADE PARTY



## THE OTHER SIDE OF THE CORN DEPT.

Once upon a time, everything said on Television was quickly forgotten. Then, politicians started demanding "equal time" to answer their opponents' TV statements. Before long, anybody with a different opinion about anything controversial that was voiced on the tube was getting "free time" to respond. Now, even consumer advocates are demanding equal time to answer TV commercials. Where will it all end? Well, most of the so-

# WHEN ALL OF T

In Demanding Equal Time To Answer...

## GENERAL HOSPITAL



Oh, what a lovely view! But why did you have me moved here to the Kings' And Presidents' Suite, Dr. Hardy?

So you'll be close to all this new, modern equipment when we finally discover which machine will cure your incurable illness! Now, relax! I have the entire hospital staff working 24 hours a day on your case!

How can I ever repay you for experimenting day and night until you found that moving all my internal organs around would cure me?

Gratitude is unnecessary! Now take these 2 aspirin and your incision will be fully healed by morning!

Then do I get to go home?

No! Then we get married! I've fallen madly in love with you and your case, Miss DeWilder!

## The American Medical Victim's Association Presents GENERALLY INEFFICIENT HOSPITAL

Wait! I'm paying \$97.00 a day for a Private Room!

This is it! Around here, "Private" just means that the Nurses never come when you ring for them!

So cool it now! We'll be taking you down soon for complete X-Rays!

But I'm only here for a Nose Job! Why complete X-Rays?

So the Surgeon can get his full \$500.00 split of the X-Ray FEE, Dummy!

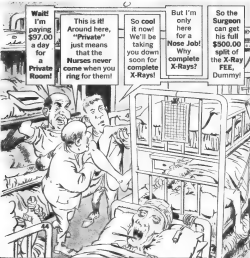
Okay, Number 23947! I'll take out your tonsils right after I finish a fast 18 holes!

I don't have any tonsils, Doctor! My case is a Nose Job!

Sorry! I can't hear you! Don't worry! I have all the vital data right here on your chart!

But that's somebody else's chart! I'm Number 23948!!

Thanks! Nice to meet you, too! Bye-bye!



called *Entertainment Programs* are still going unchallenged, and there must be lots of people who disagree with the viewpoints *they* present. So MAD figures that the day can't be far off when the channels will be half filled with new TV shows that offer dramatic rebuttals to the favorite themes of current TV shows. To give you an idea of what we mean, here are some samples of the kinds of things we'll soon be seeing . . .

# V MUST GRANT EQUAL TIME



ARTIST: ANGELO TORRES

WRITER: TOM KOCH



There goes another example of my brilliant *Nose Job technique!* Hmmm! Strange for a woman with perfect features to want that operation! Of course, it's strange for a woman to be named Henry Finblatt, too!

This guy's ID bracelet says HE's Henry Finblatt! You don't suppose . . .

Nahhhhhhh! It's just a coincidental I once had three John Smiths in the same month!

Mrs. Finblatt, why would your husband complain of bad tonsils when we've just discovered he doesn't have any?

Tonsils?!? Henry come here for a Nose Job!

Oh, you're THAT Finblatt! Well, then, I can assure you that your wife is doing fine!

Just one more of modern medicine's miracles here at Generally Inefficient Hospital!



# In Demanding Equal Time To Answer ... THE BRADY BUNCH

Raising a big family is such fun, Poopsiel! I can't imagine how I ever got along with only half as many children before I married you and took on your litter, too!

Likewise, Cuddles! Why, I remember when I used to have one whole room with no children in it! I could hardly stand the loneliness!

And just think! It's been two whole years today since our wedding! Here, Lambie Pie! Happy Anniversary ...

Oh, ecstatic delight! Baby clothes! That means you're expecting another!

The Doctor says it's quadruplets! I hope that's not over-doing it!

Nonsense! Soon there'll be four more little mouths to say cute things! I can hardly wait!



## The Committee For Zero Population Growth Presents MY THREE INSUFFERABLE MOPPETS

**SLAM!**

MOMMY! MOMMY! GUESS WHAT!

Okay! I'll guess that if you slam that door once more, I'll split your skull!

But, Mommy! We all got picked for the School Pageant! And you and Daddy will come and—

No chance! Just picking up after you brats is torture enough! Who needs an idiotic Kiddie Pageant, too?!



Daddy's much more litly-fivered than Mommy! Maybe he'll shell out for our Pageant costumes if Florence fawns and simpers enough!

Daddy! You'll never ever guess what happened today!

Oh, yes I will! You left your bicycles lying in the driveway, and I just ruined four new tires running over them!

Whoa-boy! It's really gonna take some super-cuteness to pull this one off!



But nice things are always mixed with the bad, Daddy! Torrance and Lawrence and I were picked for the School Pageant today, and you and Mommy get to come, and ...

That's enough bad! Now tell me the NICE!

How about you getting the honor of donating twenty bucks for our costumes?

How about you getting yourselves carried off by the Gypsies?!



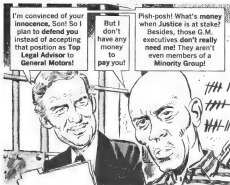
Two hundred buck's worth of tires, ruined! Then the brats hit me for twenty more! I don't know how I'll get the money to pay for this, but—Happy Anniversary, anyway!

You ... you remembered! What's in the package?

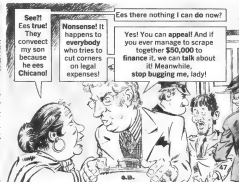
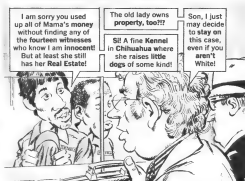
The one gift you need most to save our marriage ... a fifteen year supply of "The Pill"!



# In Demanding Equal Time To Answer ... OWEN MARSHALL, COUNSELOR AT LAW

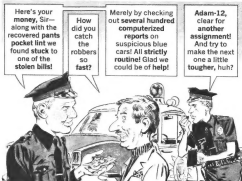
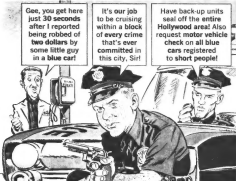


# The Alliance Of Wrongly Convicted Prisoners Presents OWEN BIGFEE, COUNSELOR AT LAW

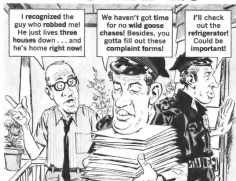


In Demanding Equal Time To Answer...

# ADAM 12



## The Beleagued League Of Crime Victims Presents SLOVENLY FUZZ-UNIT 12



**WHOSE LIFE  
WOULD BE  
SERIOUSLY  
ENDANGERED  
IF POT WERE  
LEGALIZED?**

## HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

Some people think that Pot is harmless, and some people think that Pot is harmful. But one thing is sure. Everyone agrees that, for some people, legalized Pot would have a murderous effect. To find out who they are, fold in the page as shown.



FOLD PAGE OVER LINE THIS!

**A)**

FOLD THIS SECTION OVER LEFT

**B)**

FOLD BACK SO "A" MEETS "B"



**THE MISGUIDED POT SMOKER IS MERELY A NAUGHTY  
BOOB TO MANY. BUT OTHERS WOULD PENALIZE  
BUSTED POTHEADS SEVERELY FOR THEIR SILLINESS**

ARTIST & WRITER:  
AL JAFFEE

**A)**

**B)**



ANOTHER  
MAD  
MINI-  
FOSTER



**WHOSE LIFE  
WOULD BE  
SERIOUSLY  
ENDANGERED  
IF POT WERE  
LEGALIZED?**



FOLD PAGE OVER LIKE THIS!

**AHB** FOLD BACK SO "A" MEETS "B"



**THE MIGHTY  
BOOZE  
BUSINESS**

ARTIST & WRITER:  
AL JAFFEE

**AHB**